

# *Stillwater Farmers' Market: An Examination of Survey Results*

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# *Stillwater Farmers' Market*

## *Results of 2002 Surveys*





# *Introduction*

- Recent concerns on food nutrition and personal health
- Today's consumers view fresh produce as a source of fiber and other desirable nutrients
- Consumers demand more wholesome foods



# *Objectives*

1. To examine the demographic characteristics of consumer and producer participants of Stillwater farmers' market.

The results from the Stillwater market will be compared with averages from other Oklahoma farmers' markets.

2. To identify factors inducing the growth of the Stillwater farmers' market.

Result for each group will be presented separately.

## *Data Sources*

Data were compiled from surveys of participants of Stillwater Farmers' Market:

-  Consumers
-  Producers

# *Consumer Survey Results Summary*



# *Consumer Survey:*

## **Demographics Characteristics**

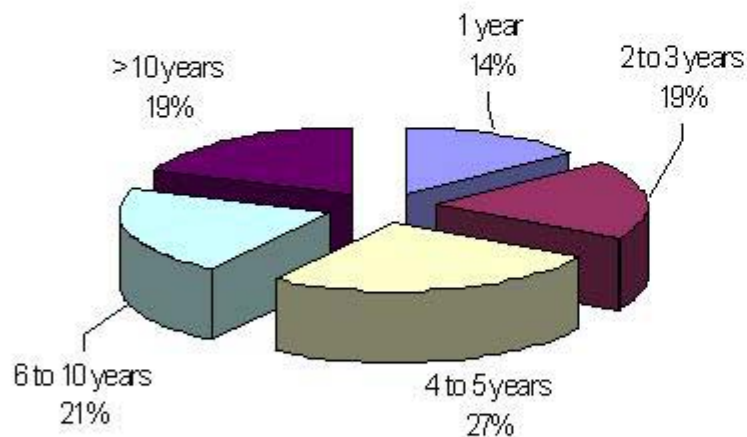
	<b>STW</b>	<b>OK</b>
❖ <b>Number of respondents:</b>	45	312
❖ <b>Age: 21 – 35</b>	13%	6%
<b>36 – 50</b>	<b>42%</b>	27%
51 – 65	16%	<b>40%</b>
66 and above	29%	24%
❖ <b>Education: high school or less</b>	14%	18%
some college	26%	<b>30%</b>
undergraduate	14%	20%
some graduate school	12%	11%
<b>Masters and above</b>	<b>34%</b>	21%
❖ <b>Annual household income:</b>		
less \$20000	22%	13%
\$20000 - \$ 39999	19%	22%
<b>\$40000 - \$ 59999</b>	<b>33%</b>	<b>25%</b>
\$60000 - \$ 79000	7%	18%
\$80000 and above	19%	22%

# *Consumer Survey*

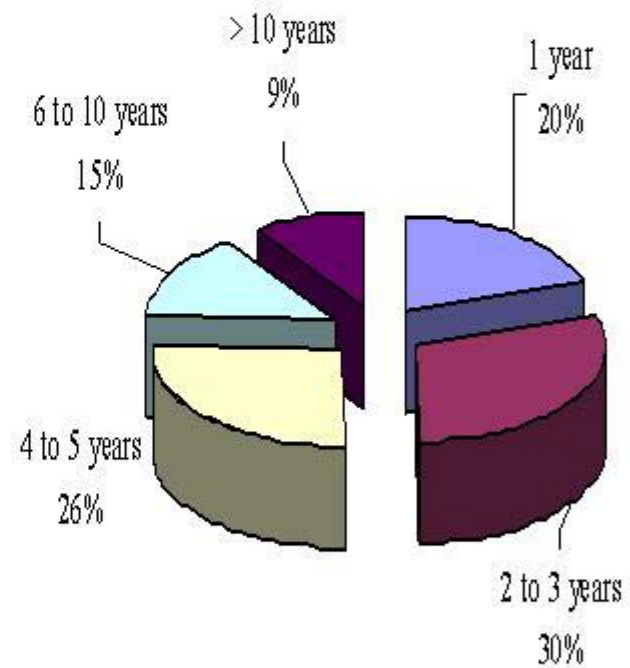
## *Purchasing Patterns and Infrastructure*

### **Stillwater**

### **Oklahoma**



Percentage of Respondents that Indicated the Numbers of Years Participating in **Stillwater** Farmers' Market



Percentage of Respondents that Indicated the Number of Years Participating in **Oklahoma's** Farmers' Market



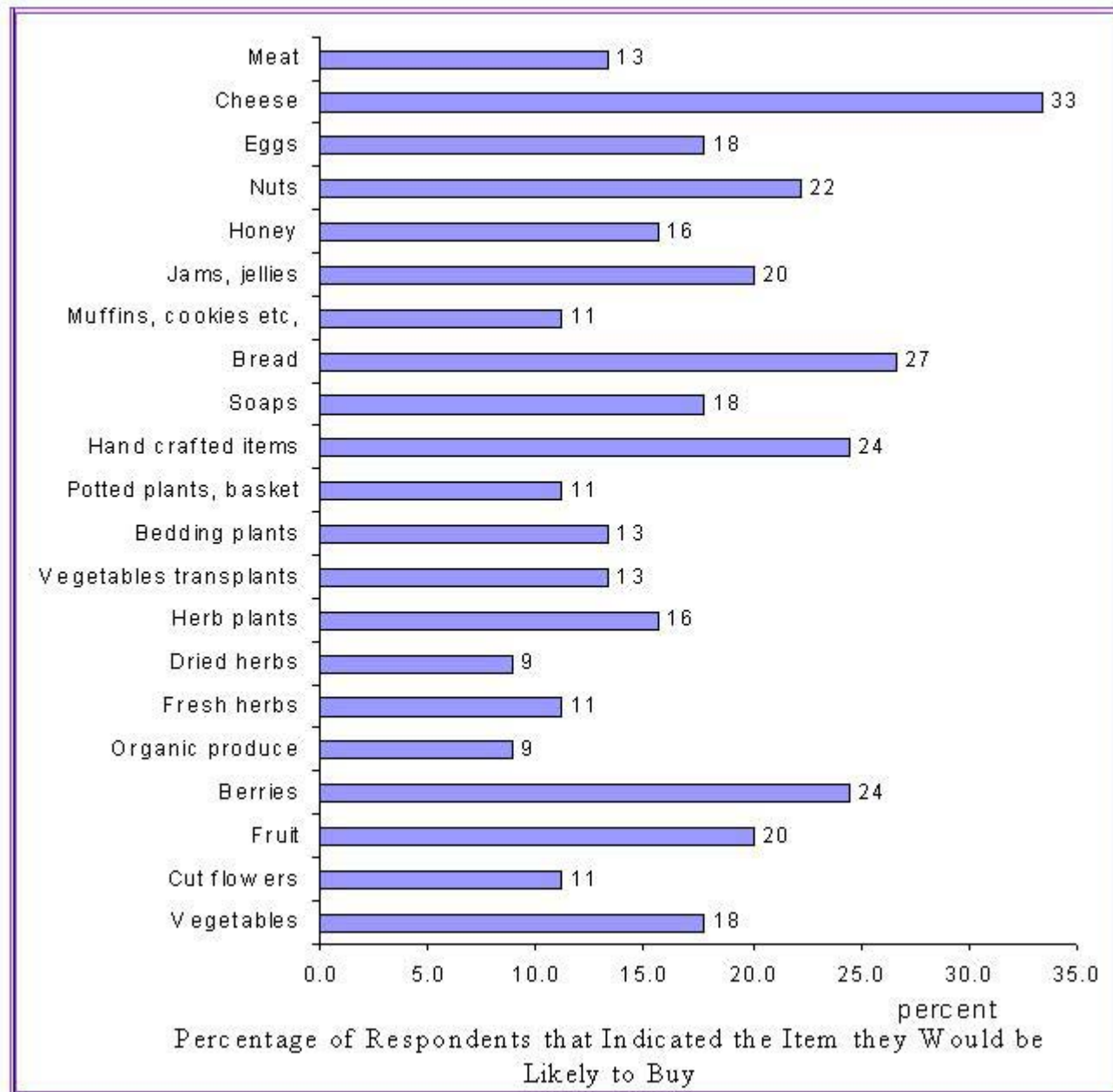
# *Stillwater Consumer Survey*

**Percentage of Respondents that Stated the  
Frequency of purchasing the following items**

## **Purchased Regularly**

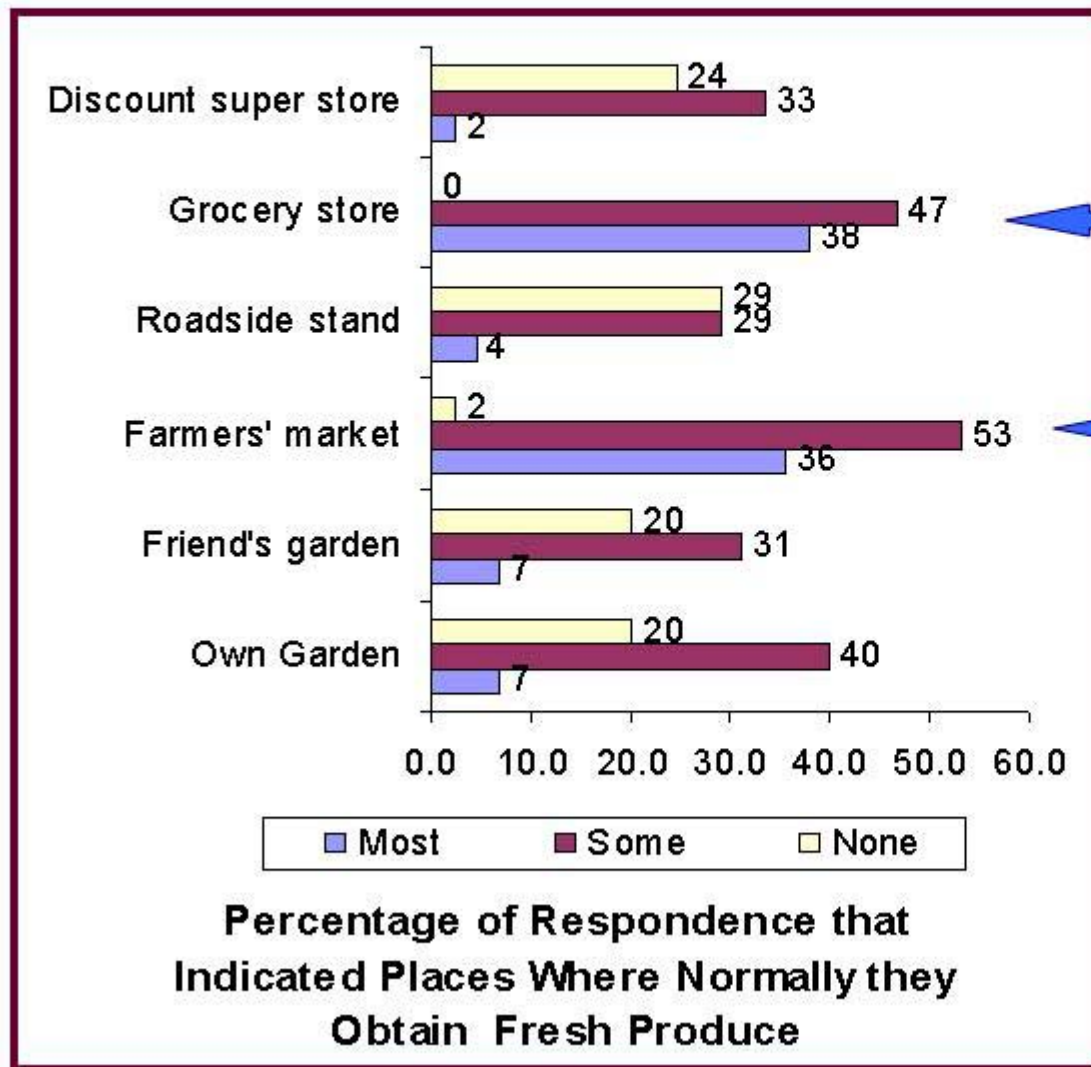
Vegetables	87%
Fruit	44%
Honey	29%

# Stillwater Consumer Survey



# *Stillwater Consumer Survey*

## *Produce Sources*

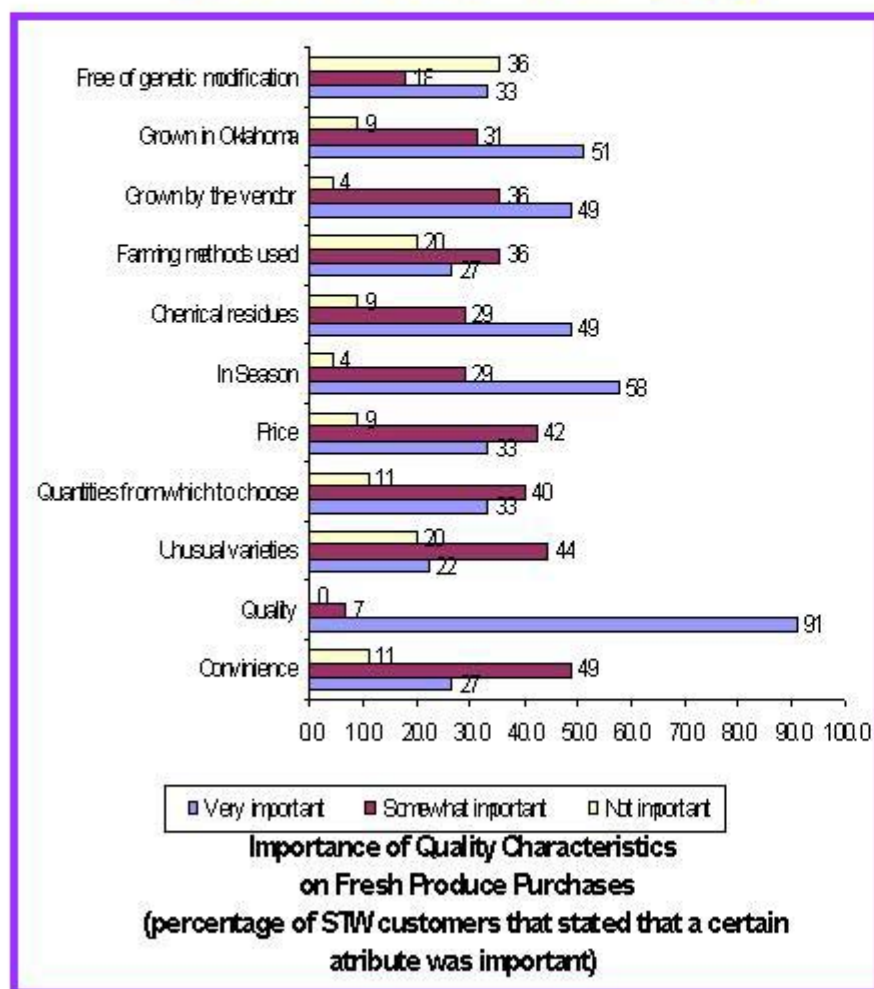




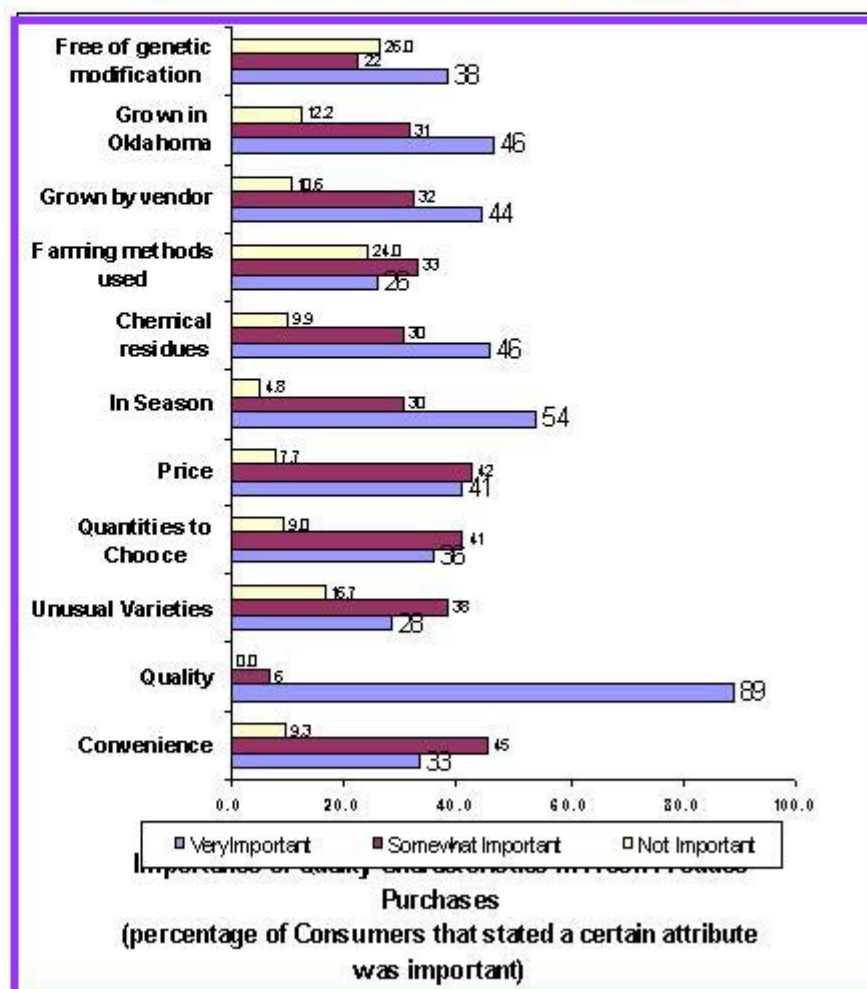
# Consumer Survey

## Importance of selected quality characteristics

### Stillwater (N=45)



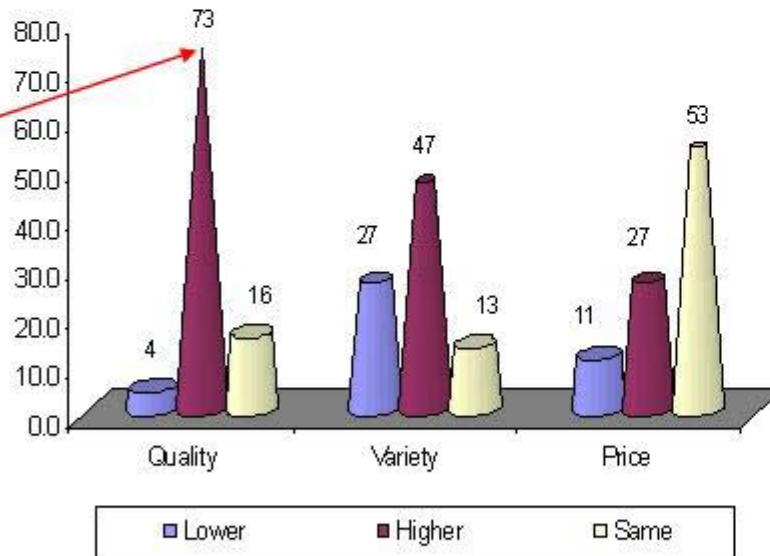
### Oklahoma (N=312)



# Consumer Survey

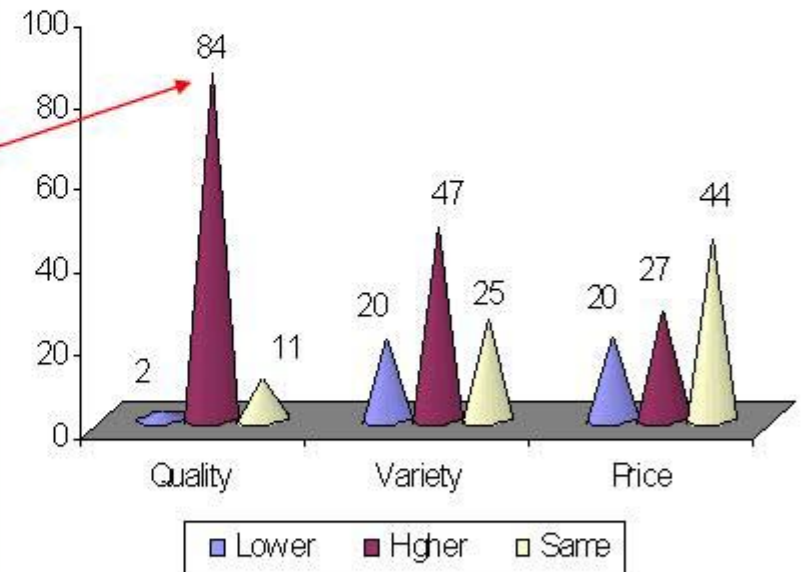
## Consumer Expectation towards Produce offered at the Farmers' Market, Compared to Elsewhere

Stillwater (N=45)



Percentage of Respondents that Indicated their Expectation toward Produce Bought at Stillwater's Farmers' Market Compared to Elsewhere

Oklahoma (N=312)

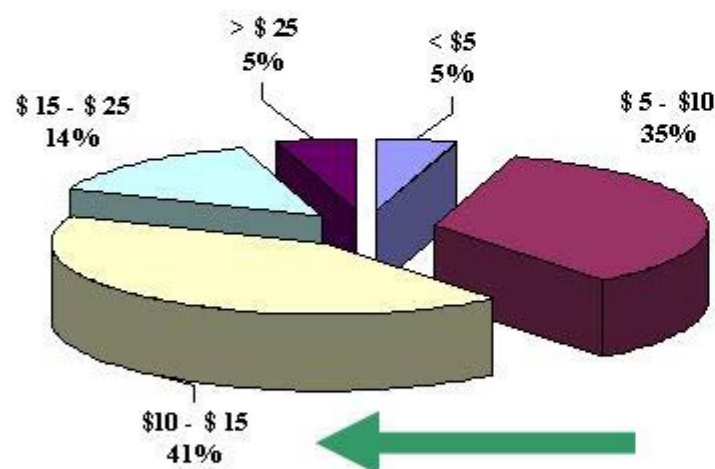


Percentage of Respondents that Indicated their Expectation toward Produce Bought at Oklahoma's Farmers' Market Compared to Elsewhere

# Consumer Survey

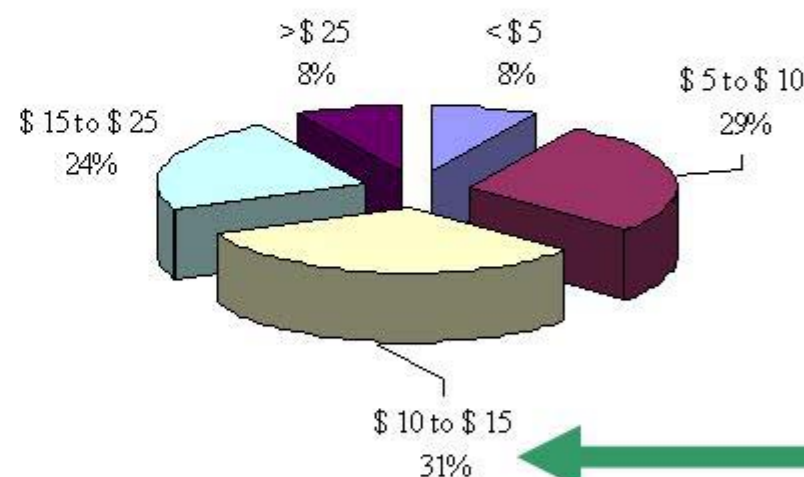
## Money Spent on Each Visit to the Farmers' Market

**Stillwater (N=45)**



Percentage of Respondents that Indicated the Amount of Money they Spend on each Visit to the Farmers' Market

**Oklahoma (N=312)**

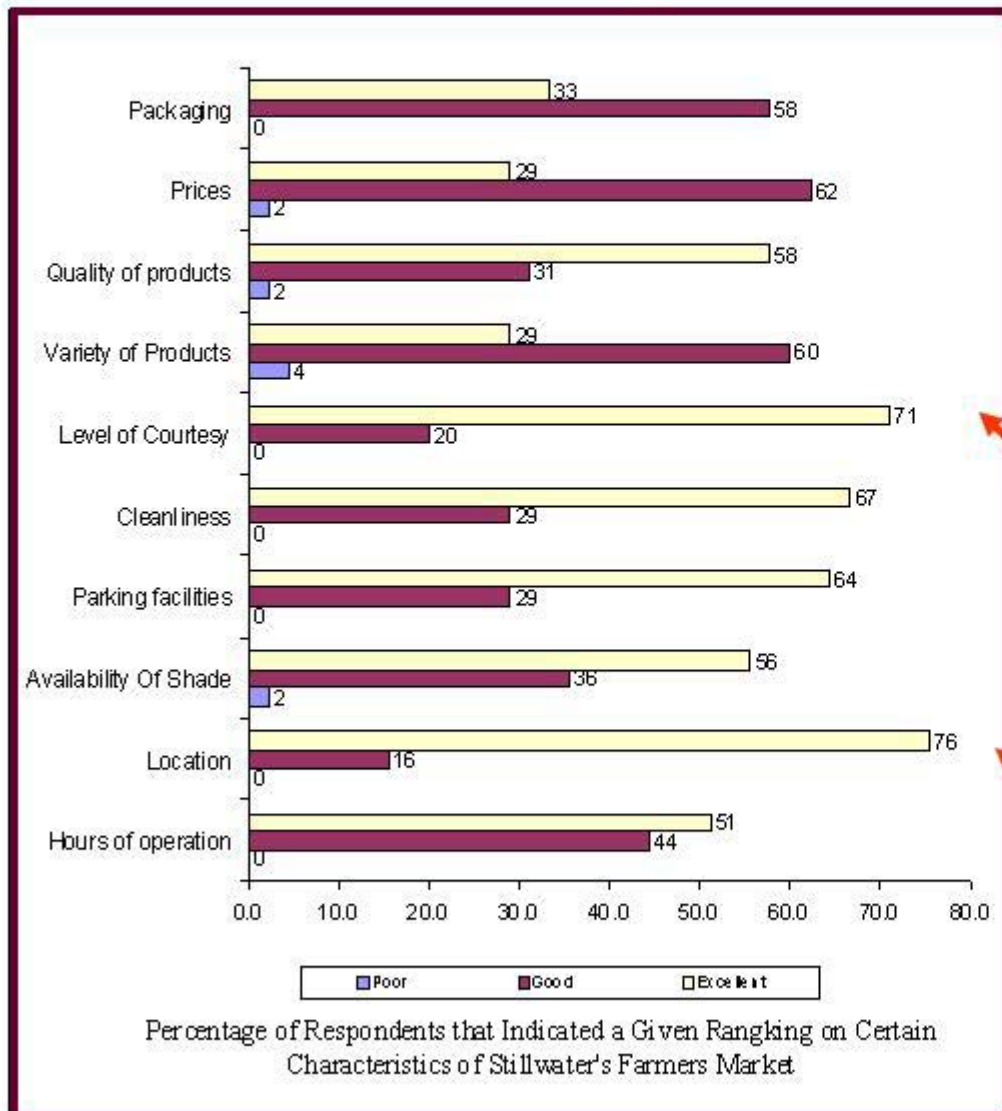


Percentage of Respondents that Indicated the Amount of Money they Spend on Each Visit to the Farmers' Market



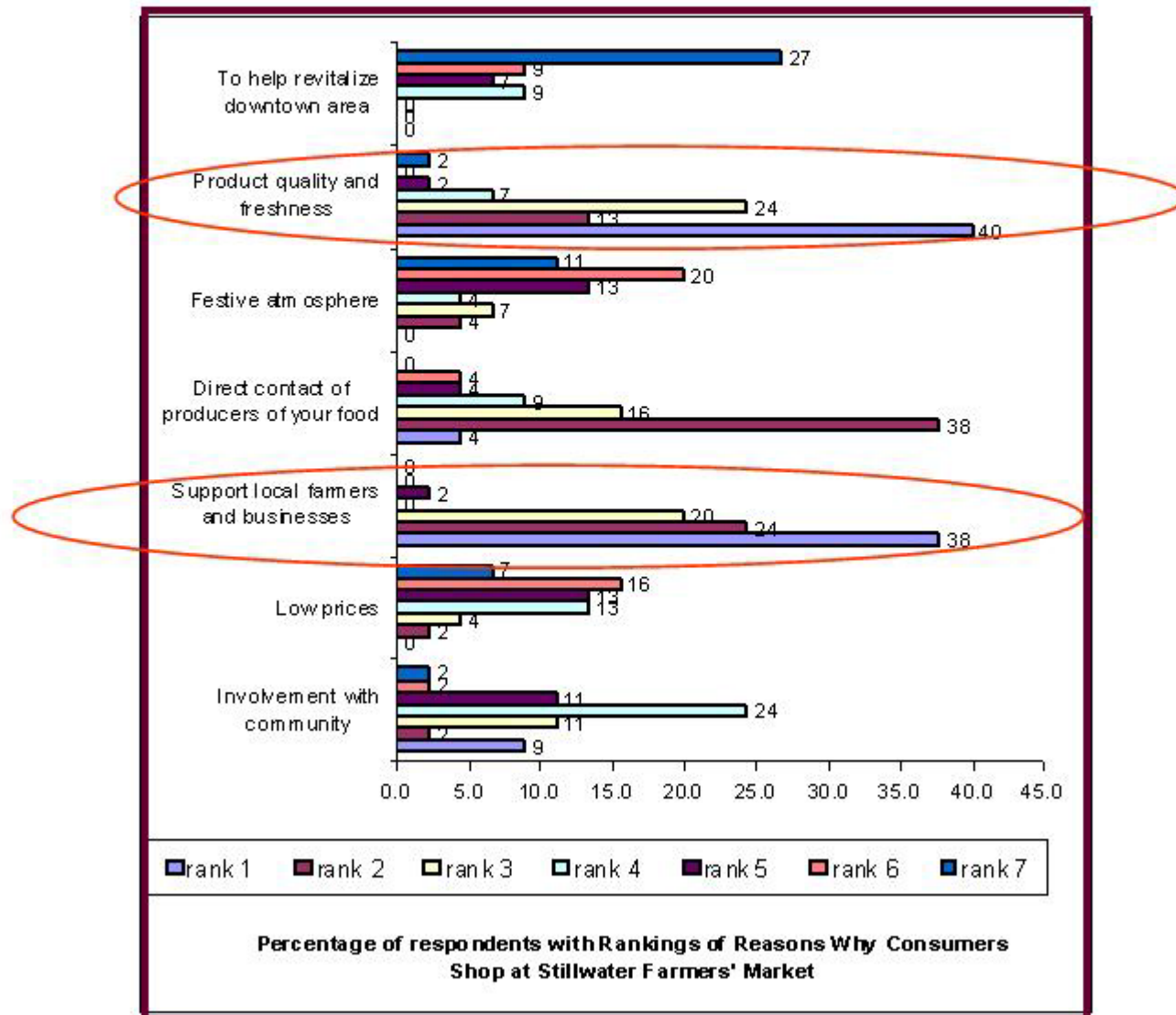
# *Stillwater Consumer Survey*

## **Consumer Rankings of Selected Characteristics**



# *Stillwater Consumer Survey*

## **Reasons for Shopping at Farmers' Markets**



# *Stillwater Consumer Survey*

Consumers' suggestions on how to improve  
Stillwater Farmers' Market

- ❖ More vendors
- ❖ More publicity
- ❖ Electricity for coffee and doughnuts booth
- ❖ More variety of products
- ❖ More hours of operation





# *Stillwater Producer survey*

## *The Summary of Results*

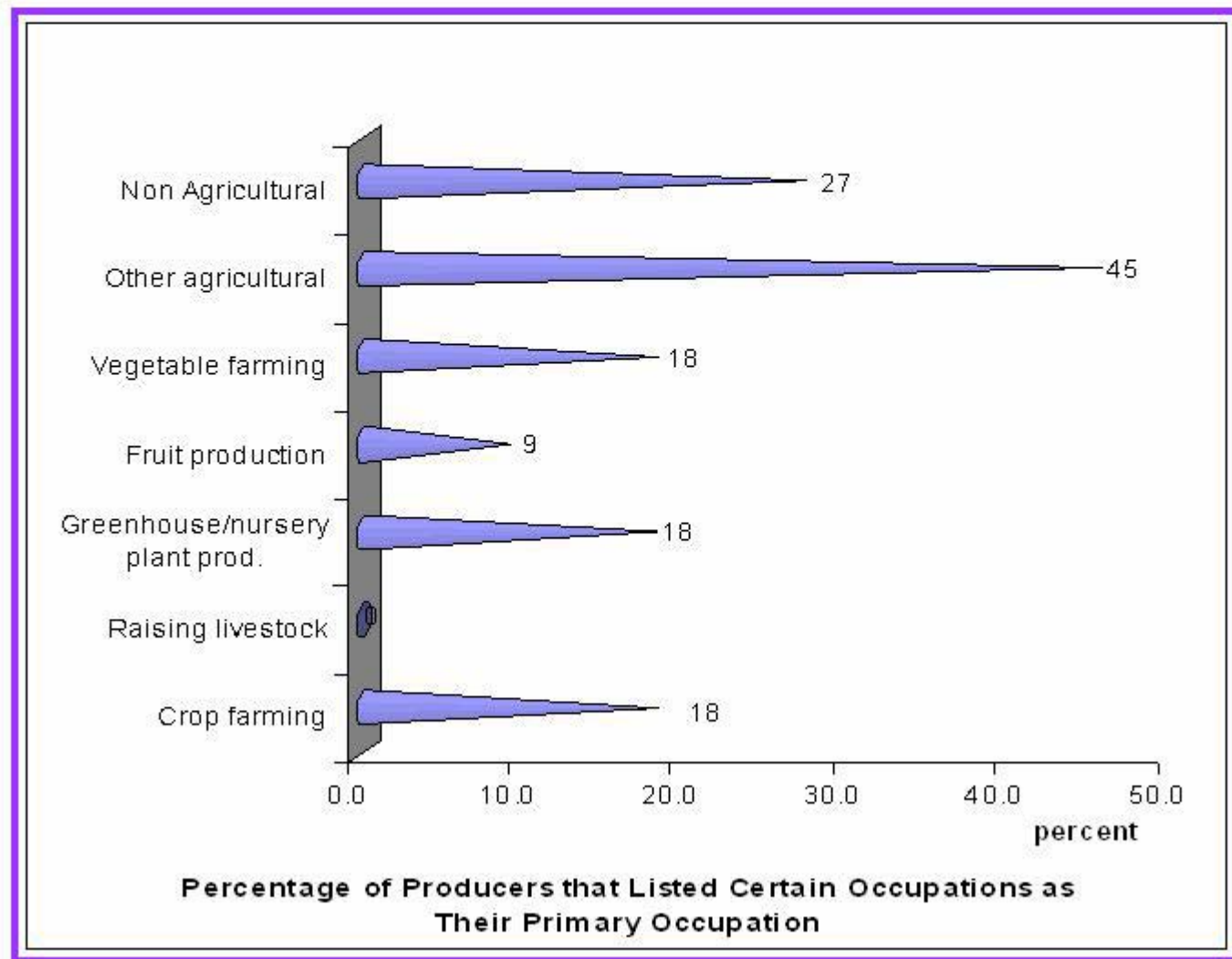


# *Farmers' Markets Producers*

<b>Demographics Characteristics:</b>		<b>STW</b>	<b>OK</b>
<b>Number of Respondents:</b>		N=11	N=64
<b>Age:</b>	less than 25	0%	0%
	<b>26 – 45</b>	<b>37%</b>	31%
	46 – 65	36%	<b>44%</b>
	66 – 75	18%	15%
	76 and above	9%	8%
<b>Educations:</b>	high school and less	9%	20%
	undergraduate	9%	<b>50%</b>
	graduate school	27%	11%
	<b>masters and above</b>	<b>55%</b>	19%
<b>Annual Household Income:</b>			
	less than \$20000	20%	19%
	\$20000 - \$39999	10%	30%
	<b>\$40000 - \$ 59000</b>	<b>30%</b>	<b>24%</b>
	\$60000 - \$ 79999	20%	19%
	\$80000 and above	10%	8%

# *Stillwater Producer Survey*

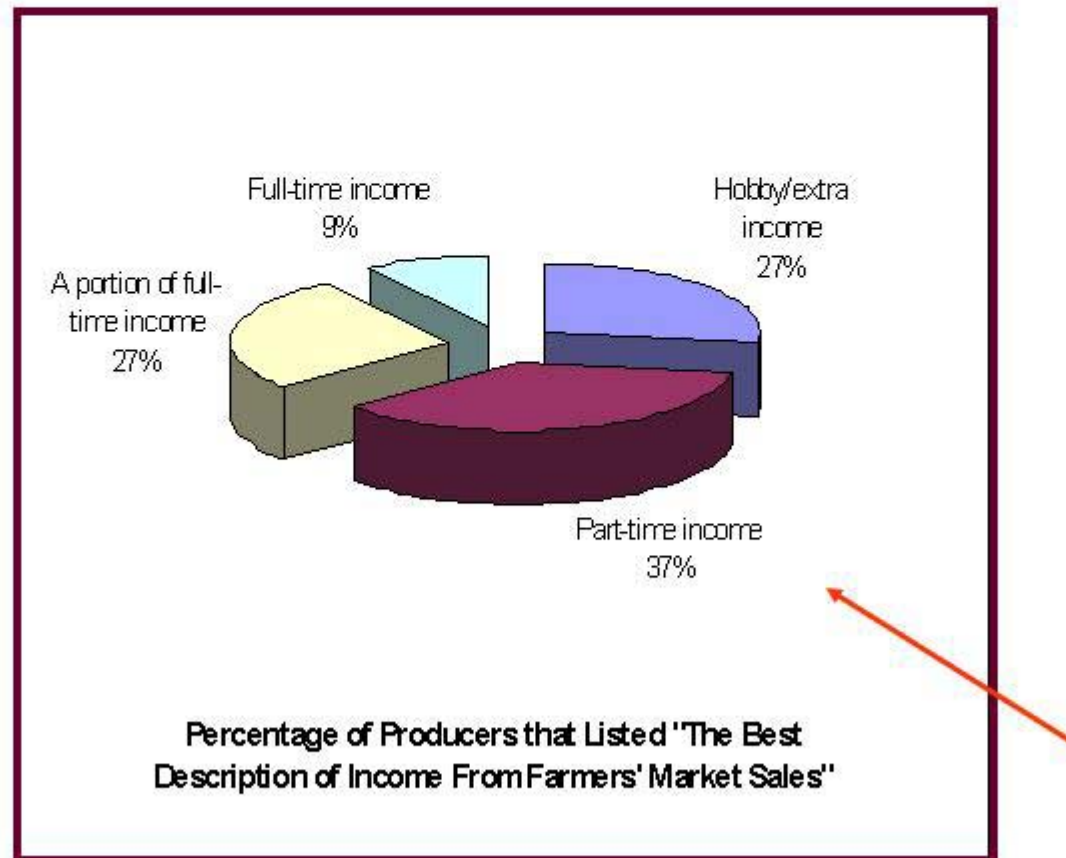
## **Other Characteristics : Primary Occupation**





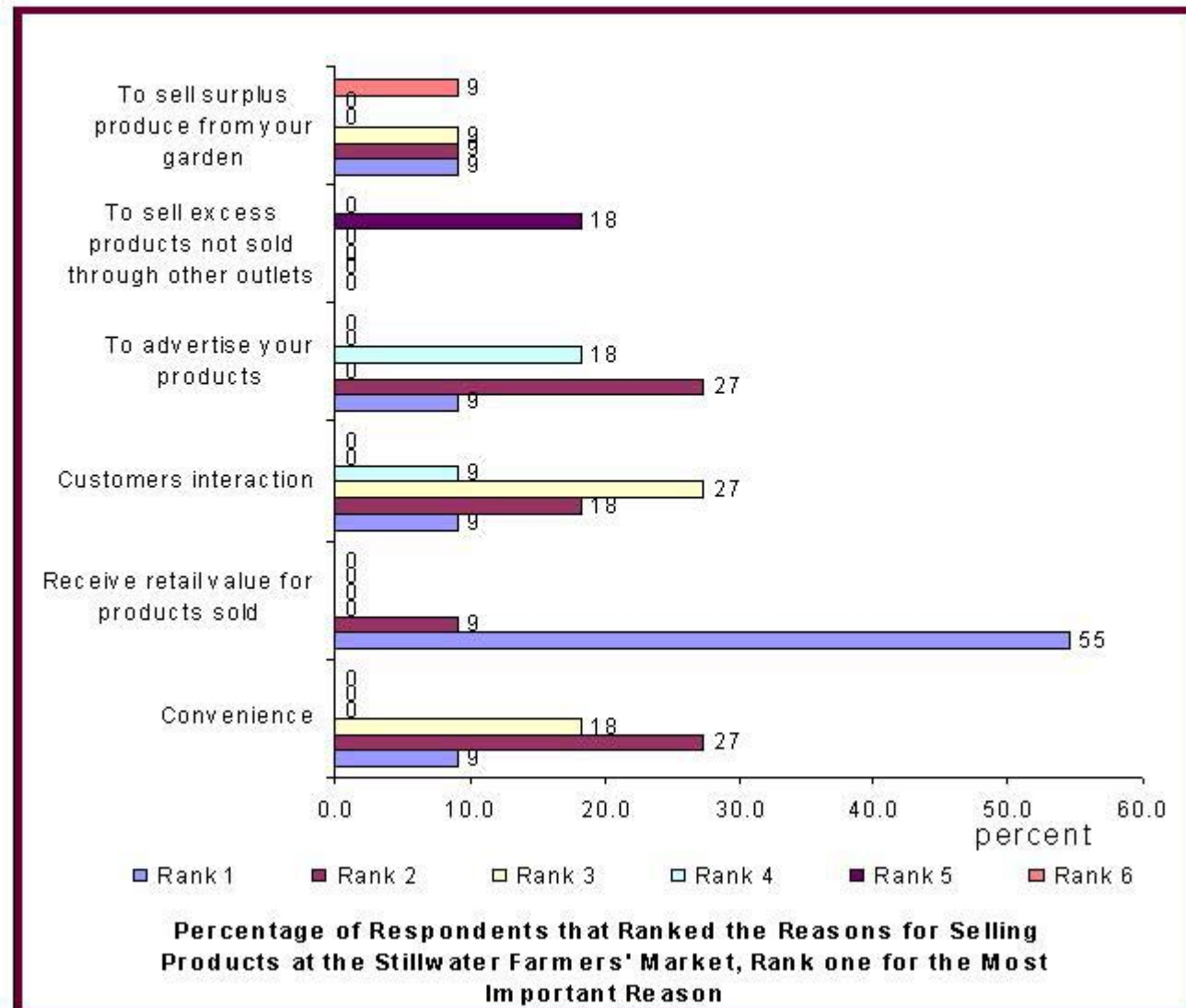
# *Stillwater Producer Survey*

## **Other Characteristics : Income from farmers' market sales**



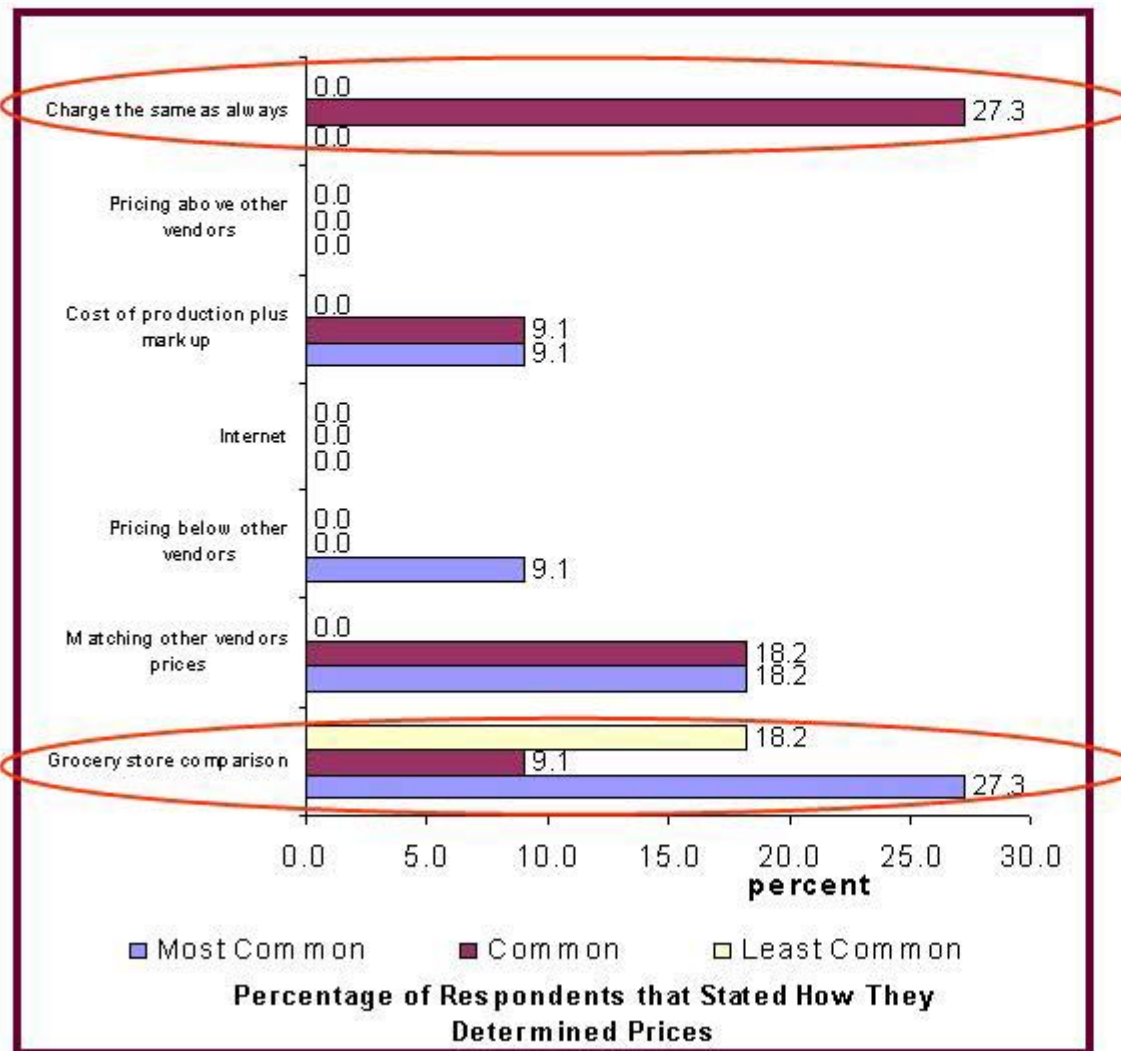
# *Stillwater Producer Survey*

## Reasons to Sell at the Farmers' Market



# *Stillwater Producer Survey*

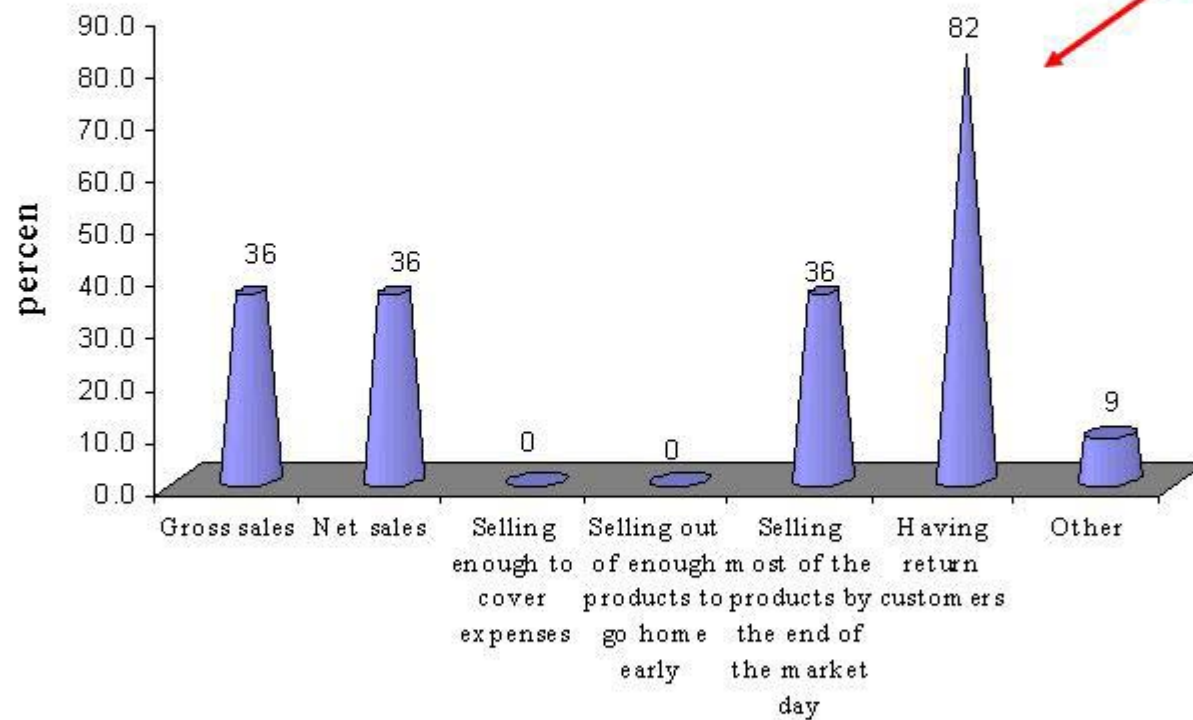
## How Producers Determine Prices





# *Stillwater Producer Survey*

## Measurement of Producers' Success

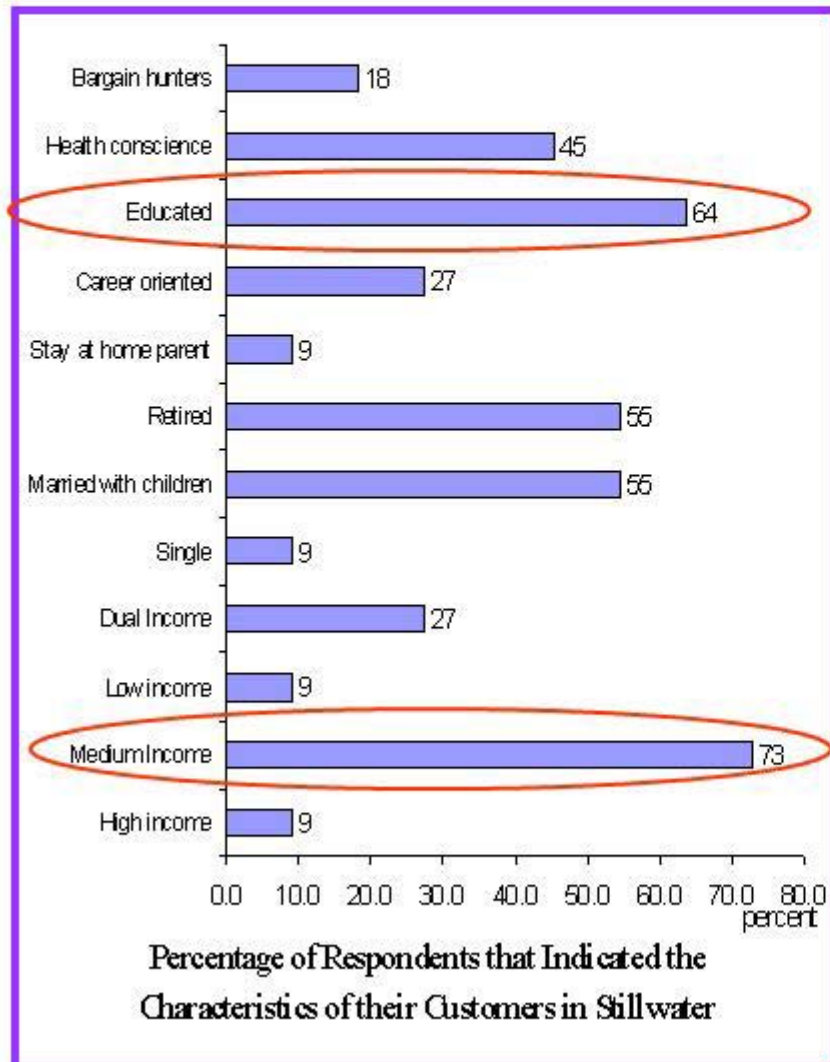


**Percentage of Respondents that Gave a Certain Indicators a  
Measured of their Success**

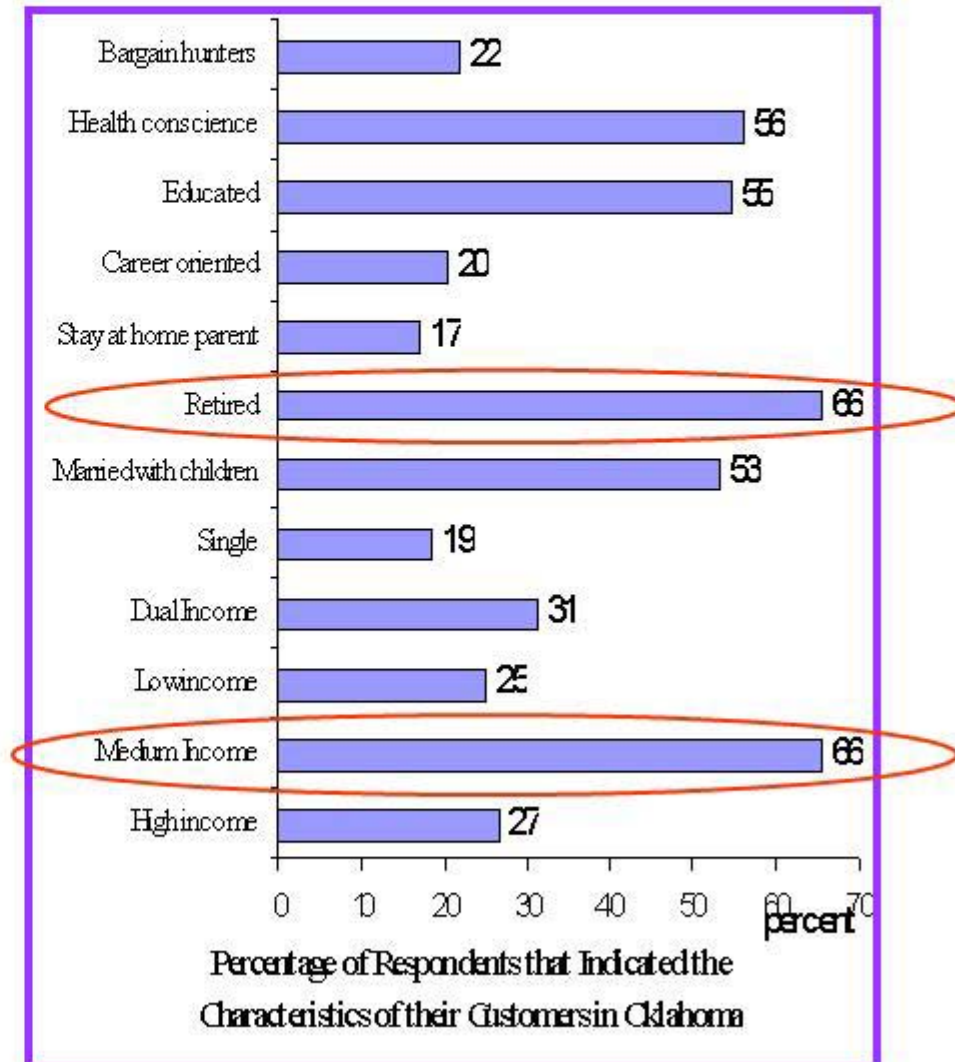
# Producer Survey

## Producers Opinion of a Typical Customer

### Stillwater



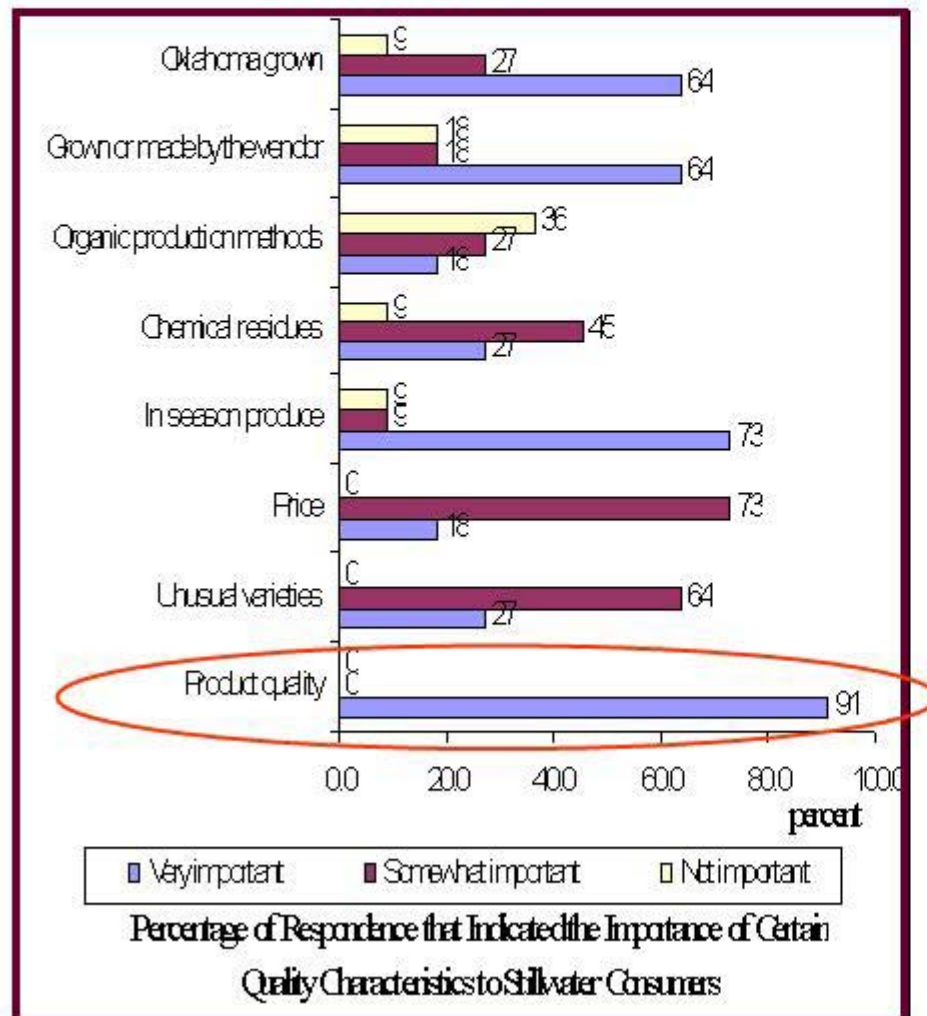
### Oklahoma



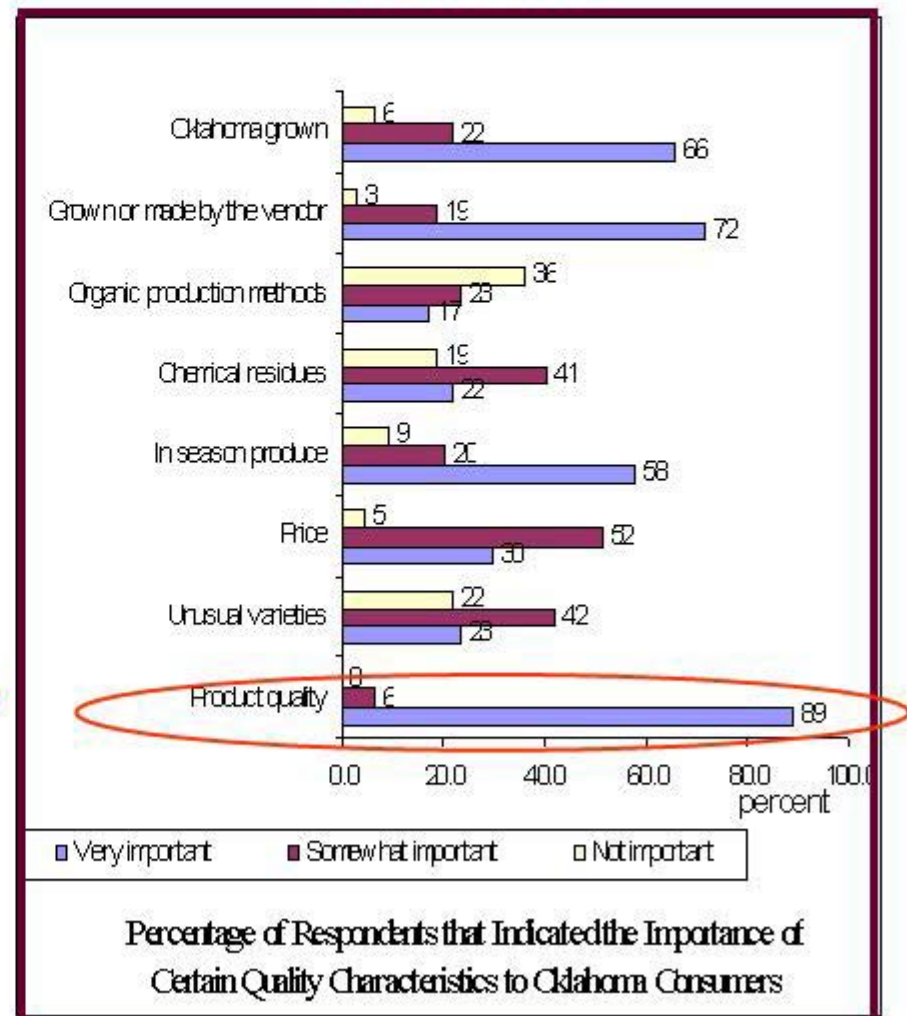
# Producer Survey

## The Importance of Certain Quality Characteristics to Customers as Perceived by the Growers

### Stillwater



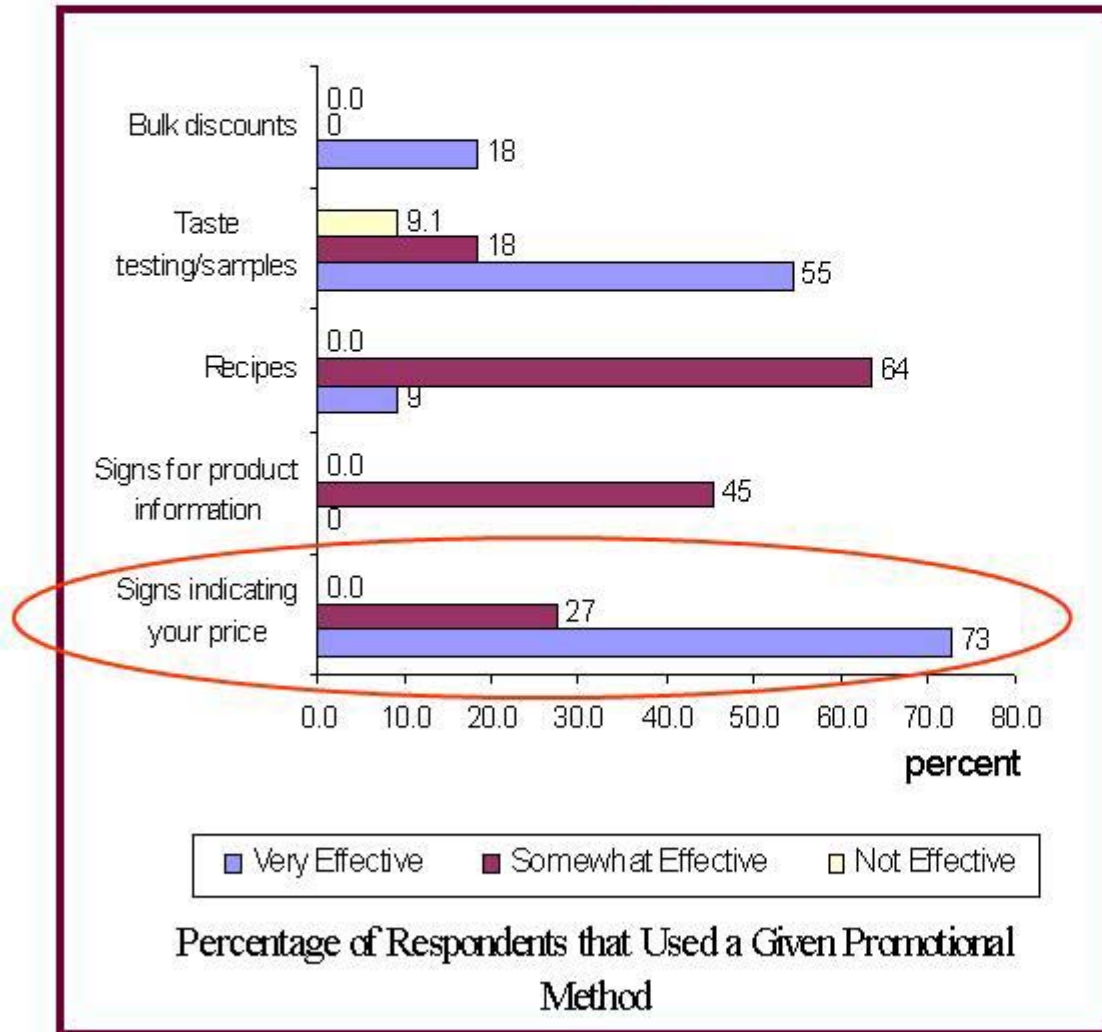
### Oklahoma





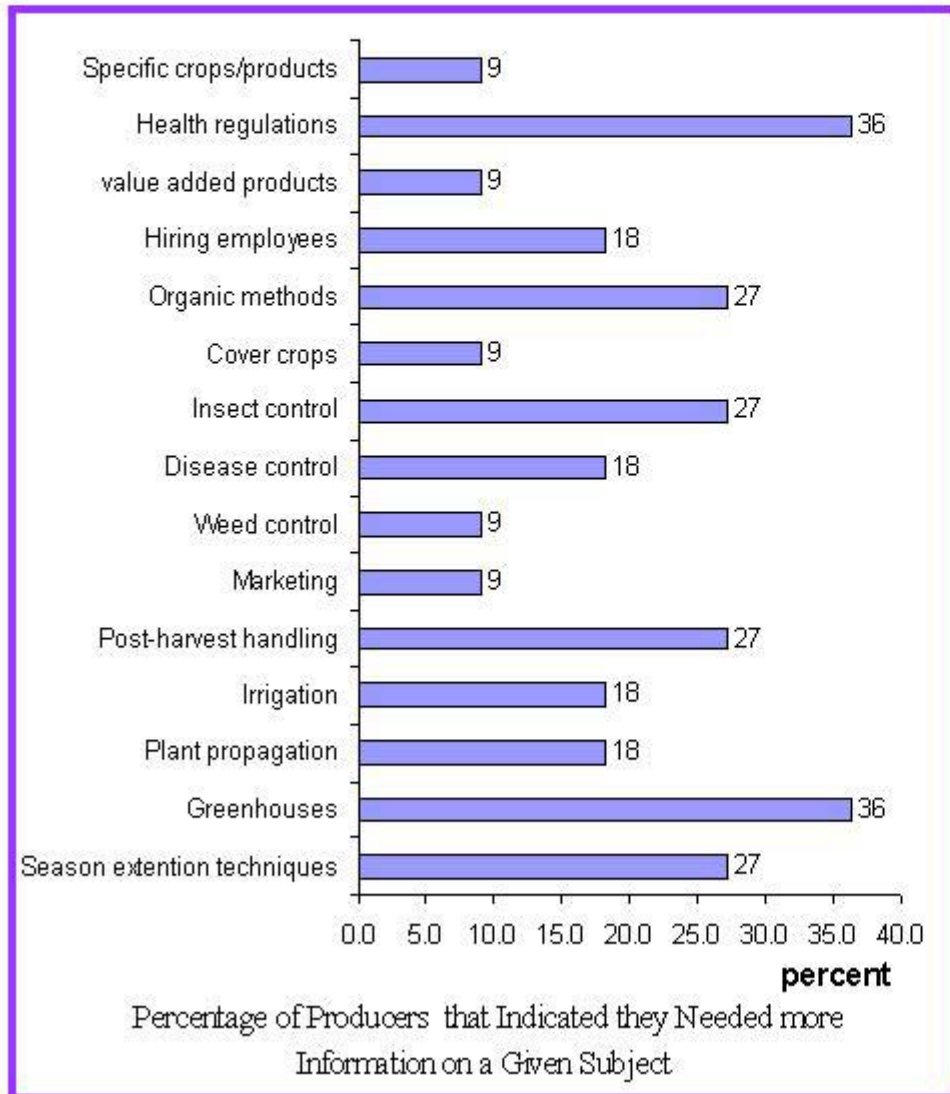
# *Stillwater Producer Survey*

## Methods used to promote sales of the products



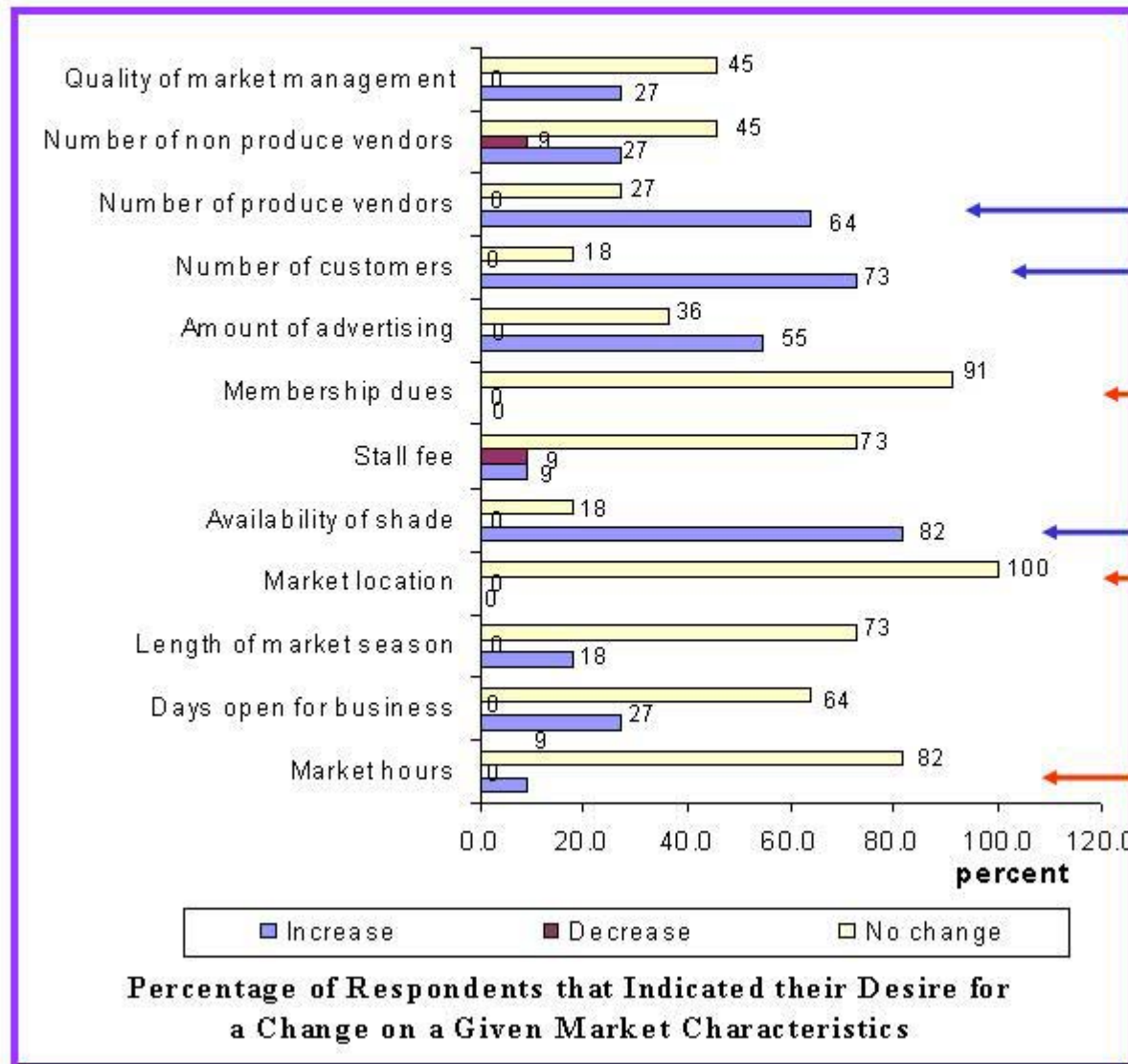
# *Stillwater Producer Survey*

## **Topics Farmers' Market Producers Would Like to Have More Information on . . . .**



# Stillwater Producer Survey

Direction of change that producers wish to occur . . . .





# *Conclusions*

## **Stillwater Farmers' Market Consumer Survey**

- A typical Stillwater Farmers' Market consumer has an age between **36-50 years old**, has a **masters degree education**, has household annual income between **\$40,000 - \$59,999**, and has been visiting to a farmers' market for **at least 4 years**.
- When buying produce at Stillwater Farmers' Market, consumers consider **quality** as a very important factor. The typical consumer expects the price of the produce will be **the same** as elsewhere, and he/she rates the **location** and hours of operation of Stillwater Farmers' Market as "**excellent**".

## *Conclusions:* (continued)

### **Stillwater Farmers' Market Consumer Survey**

- ❖ Products consumers would likely buy if they were more frequently available at Stillwater Farmers' Market were cheese and bread.
- ❖ The main reasons why consumers shopped at Stillwater Farmers' Market were “product quality and freshness” and “to support local farmers and businesses”.
- ❖ On each visit to Stillwater farmers' market, consumers spent on average of \$10 - \$15



# *Stillwater Farmers' Market*

## *Producer Survey*

- The majority of Stillwater farmers' market producers are between 26 and 45 years old
- The producers' primary occupation listed is "other agricultural".
- The most important reason why producers sell their product at the farmers' market is **"to receive retail value for product sold"**.



# *Stillwater Farmers' Market Producers:*

(continued)

- The most common method of determining prices were “**grocery store comparison**”, “**matching other vendors**”, and “**cost of production plus mark up**”.

Producers defined a typical customer as coming from a “**medium income**”, “**retired**”, “**educated**” and “**married with children**”.

- There were four characteristics that were listed as important to customers by producers: “**quality**”, “**in season produce**”, “**grown/made by the vendors**” and “**Oklahoma grown**”.

# *Stillwater Farmers' Market*

## *Shade Canopies*

### **Results of 2003 Survey**

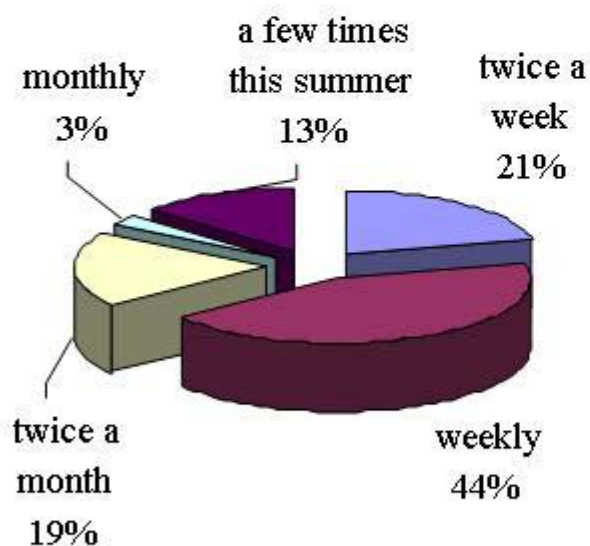




# Stillwater Farmers' Market Shade Canopies, 2003 Survey Results

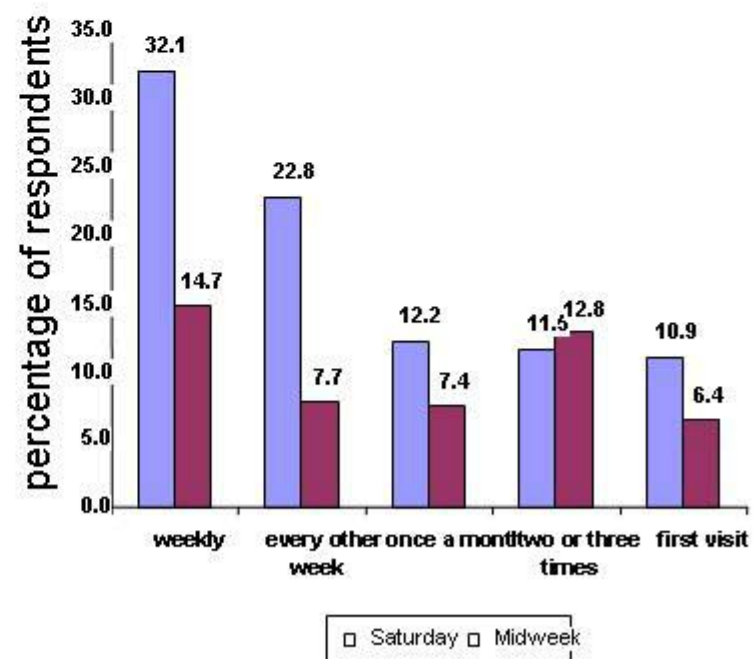
## Frequencies of Visits to farmers' markets

**Stillwater (N=120)**



Percentage of Respondents

**Oklahoma (N=312)**





## *Stillwater Farmers' Market Shade Canopies, 2003 Survey Results*

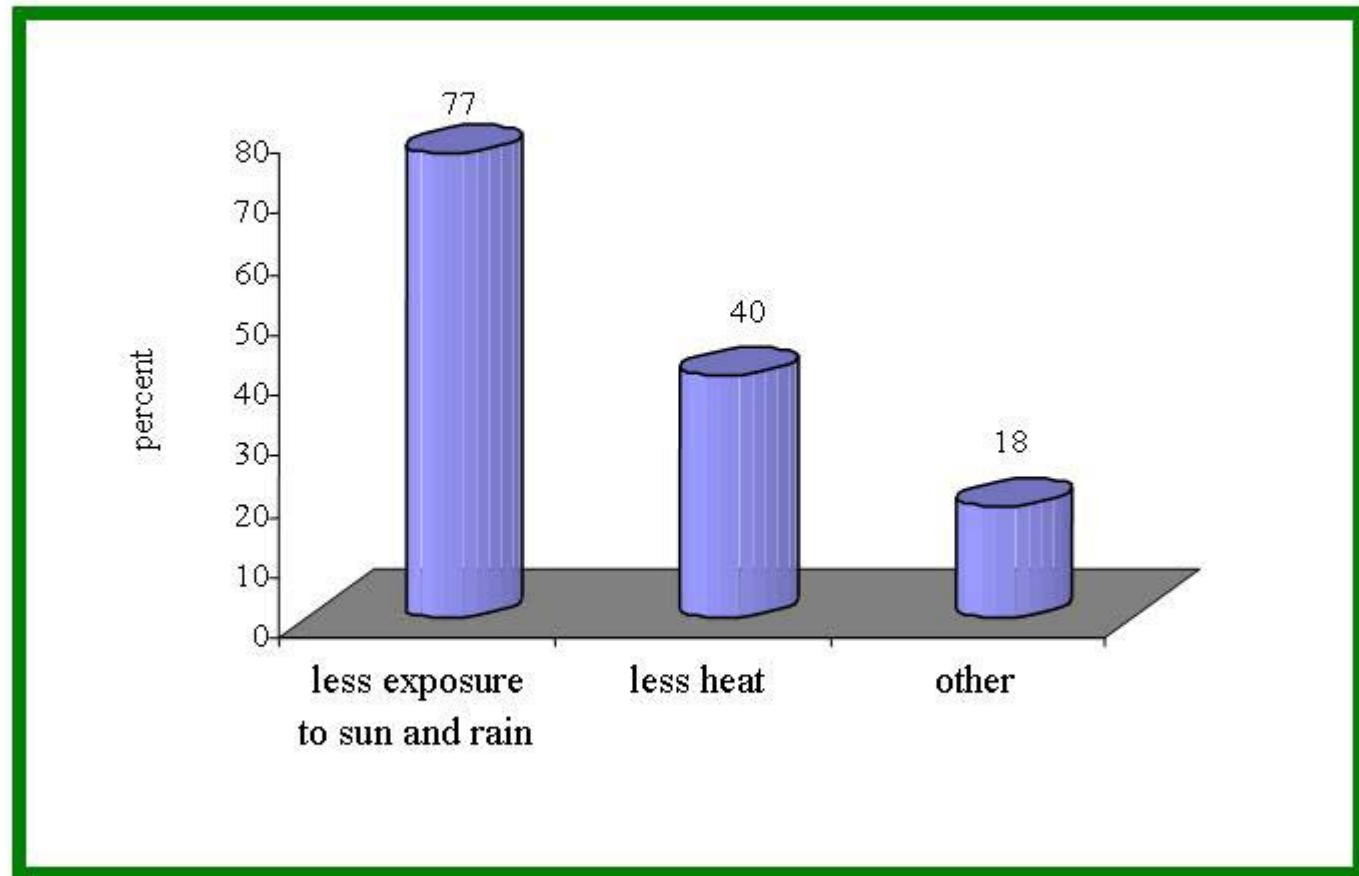
- **Through the State of Oklahoma grant in 2003, Shade Canopies were installed at the Stillwater farmers' markets. A consumer survey was conducted to evaluate the effectiveness of the Shade Canopies in improving the marketing environment and the quality of produce.**



- **96 percent of customer respondents noticed the presence of shade canopies in Stillwater Farmers' market**

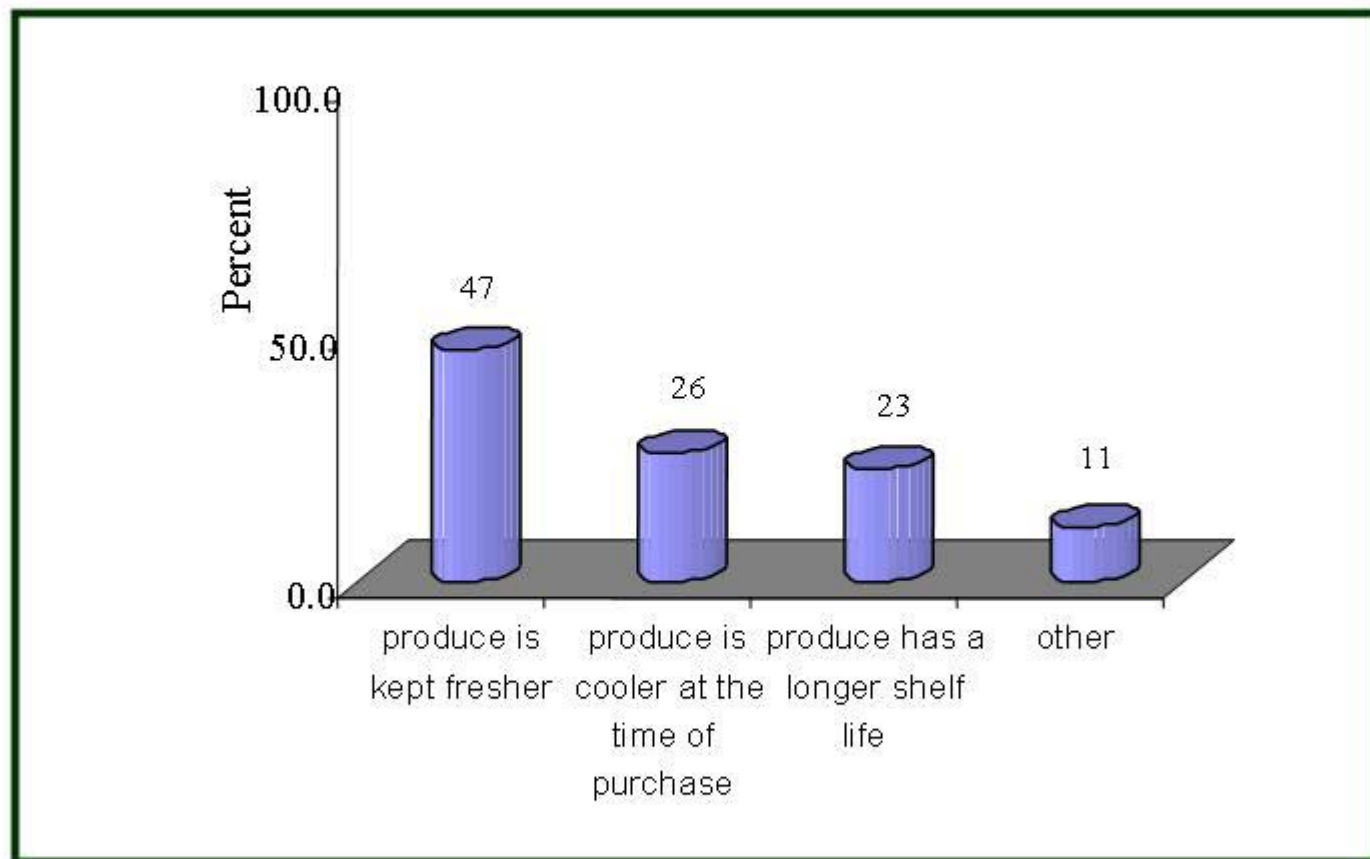
# *Stillwater Farmers' Market Shade Canopies*

## *2003 Survey Results*



**Percentage of Respondents that Noticed the Improvement in  
“Shopping Environment” at Stillwater Farmers’ market**

## *Stillwater Farmers' market Shade Canopies* *2003 Survey Results*

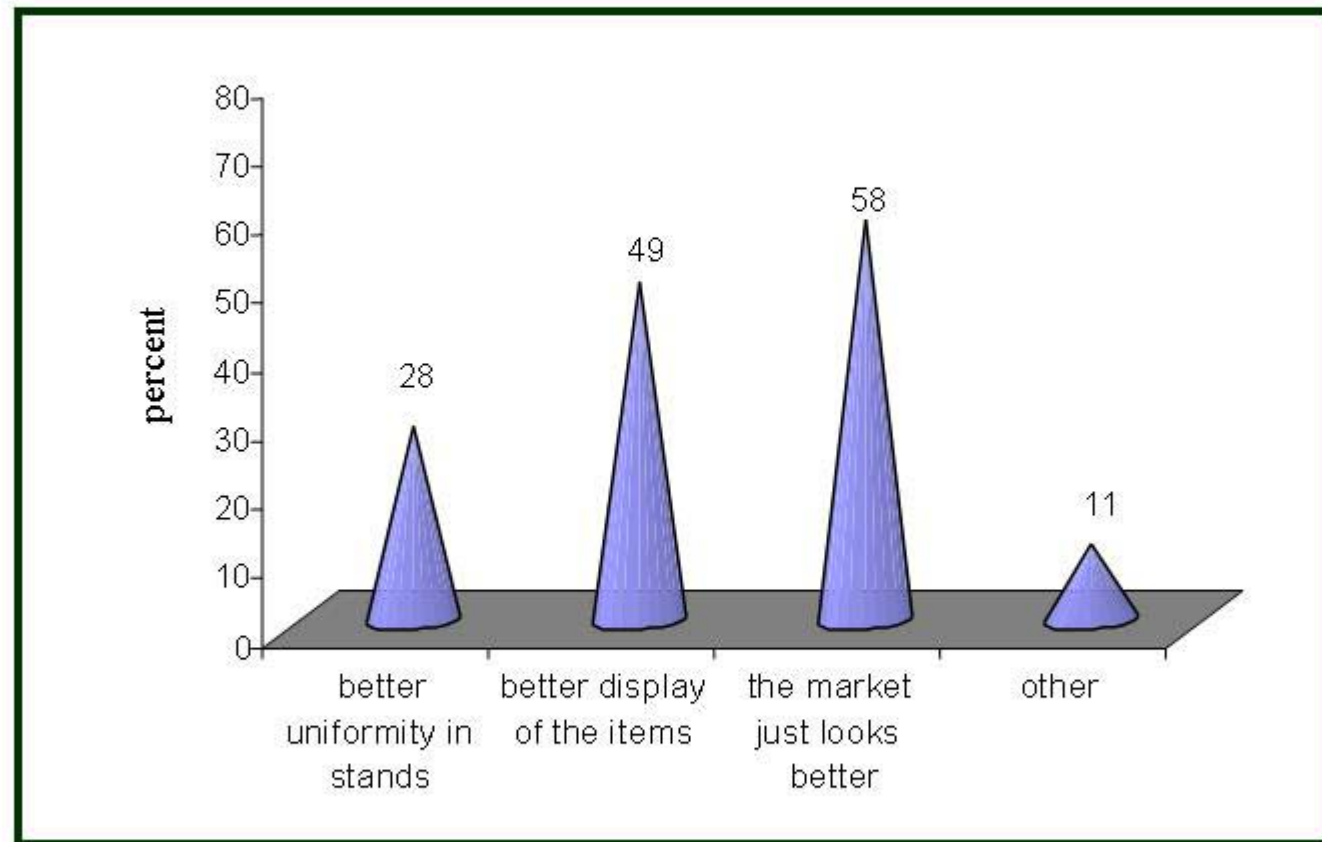


**Percentage of Respondents that Noticed the Improvement in the “quality of produce” at Stillwater Farmers’ Market**



# *Stillwater Farmers' Market Shade Canopies*

## *2003 Survey Results*



**Percentage of Respondents that Noticed the Improvement in the “quality of the Market” at Stillwater Farmers’ Market**

## *Other Comments on Shade Canopies*

- ✚ They look great and attractive
- ✚ Easy to see from road and inviting
- ✚ Looks great and defines the market's atmosphere
- ✚ Has improve the "look" of the market
- ✚ Better image for the market
- ✚ Looks nice

# *Other comments on Shade Canopies*

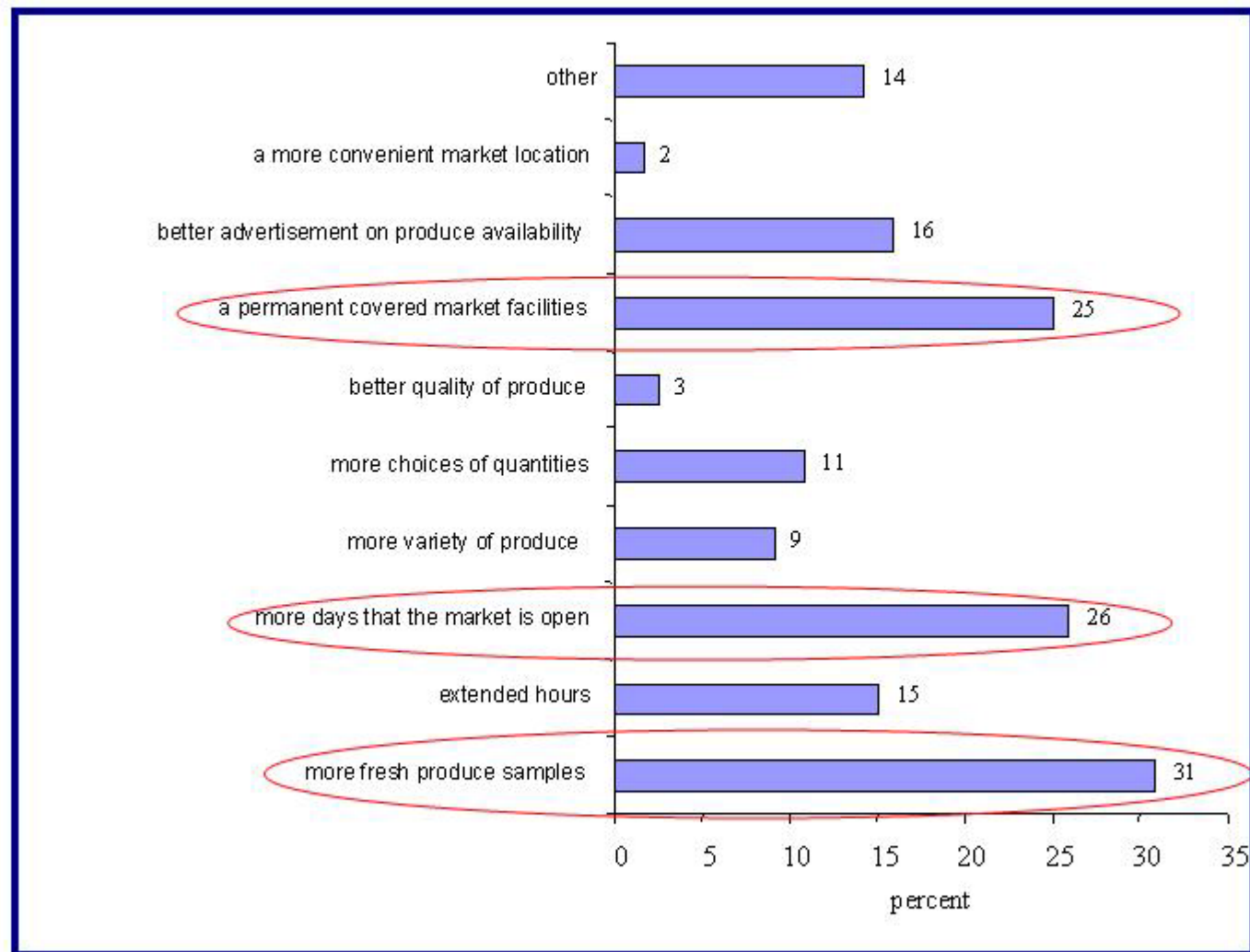
(continued) ....

- ✚ More organized
- ✚ Seems to heighten interest from growers.
- ✚ Easier to shop.
- ✚ It's just as good as always.
- ✚ We have always been pleased with the produce.
- ✚ Just definitely want it to continue.
- ✚ I enjoy the market. I don't buy produce anywhere else when I can find it at the market.
- ✚ We are simply happy to have a market in Stillwater.



# *Stillwater Farmers' Market Shade Canopies*

## **2003 Survey Results**



**Percentage of Respondents with the Suggestions on How to Improve Stillwater Farmers' Market**

## *Other suggestions on how to improve the market*

- ❖ Music
- ❖ Recipes
- ❖ More fresh vegetables
- ❖ Possibly more specialty days with food samples like the roasted vegetables
- ❖ Put information on a Website  
(Currently, the Stillwater farmers' market does not have a website)

# *Conclusion*

*The installation of Shade Canopies at Stillwater farmers' market improved the quality of the market in general , and more specifically on :*

*Shopping environment*

*and*

*Produce quality*



